



CASE WESTERN RESERVE
UNIVERSITY
The Fowler Center for Business
as an Agent of World Benefit

AIM2FLOURISH

2025 PRME GLOBAL FORUM
JUNE 9, 2025

CELEBRATING 10 YEARS



The AIM2Flourish Team



Megan
Buchter



Ayushee
Agarwal

Content

01

Introduction

02

10 -year Anniversary Celebration

03

About AIM2Flourish

04

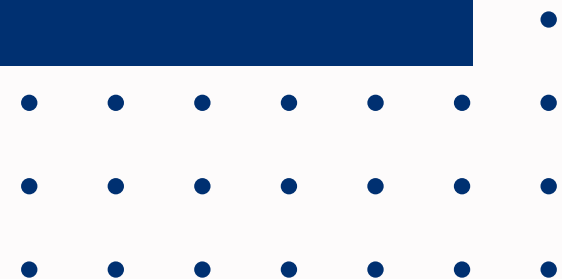
Panel Discussion

05

Questions & Answers

06

Contact



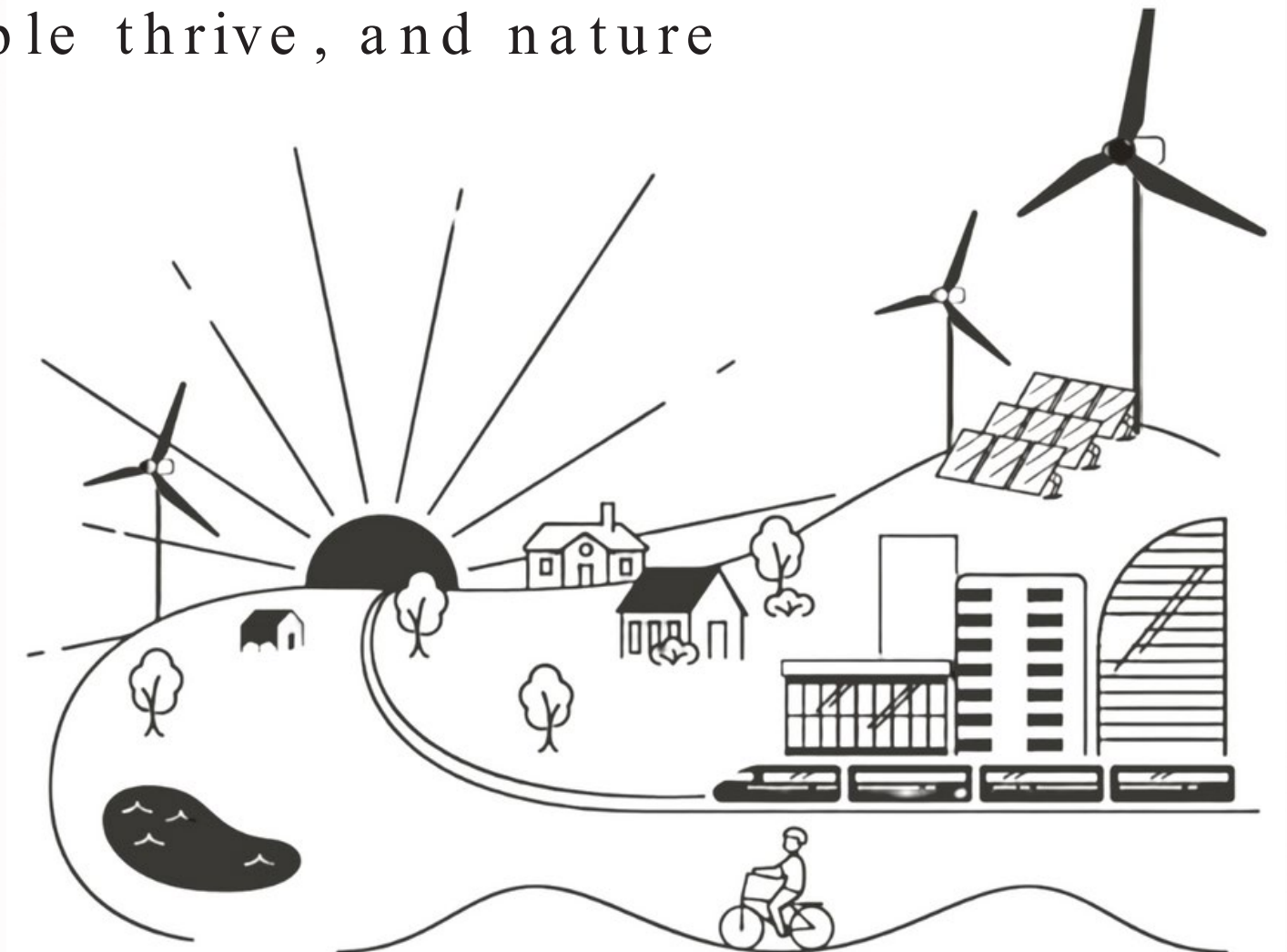


**CASE WESTERN RESERVE
UNIVERSITY**
Weatherhead School
of Management

Fowler Center

The Fowler Center for Business as an Agent of World Benefit champions, through education and research, the power of business to create a sustainable world where business prospers, people thrive, and nature flourishes.

We teach students the skills needed to create and strengthen social enterprise in a global context. We work with businesses to highlight their positive impact and connect them with like-minded organizations and talented students.



AIM2Flourish

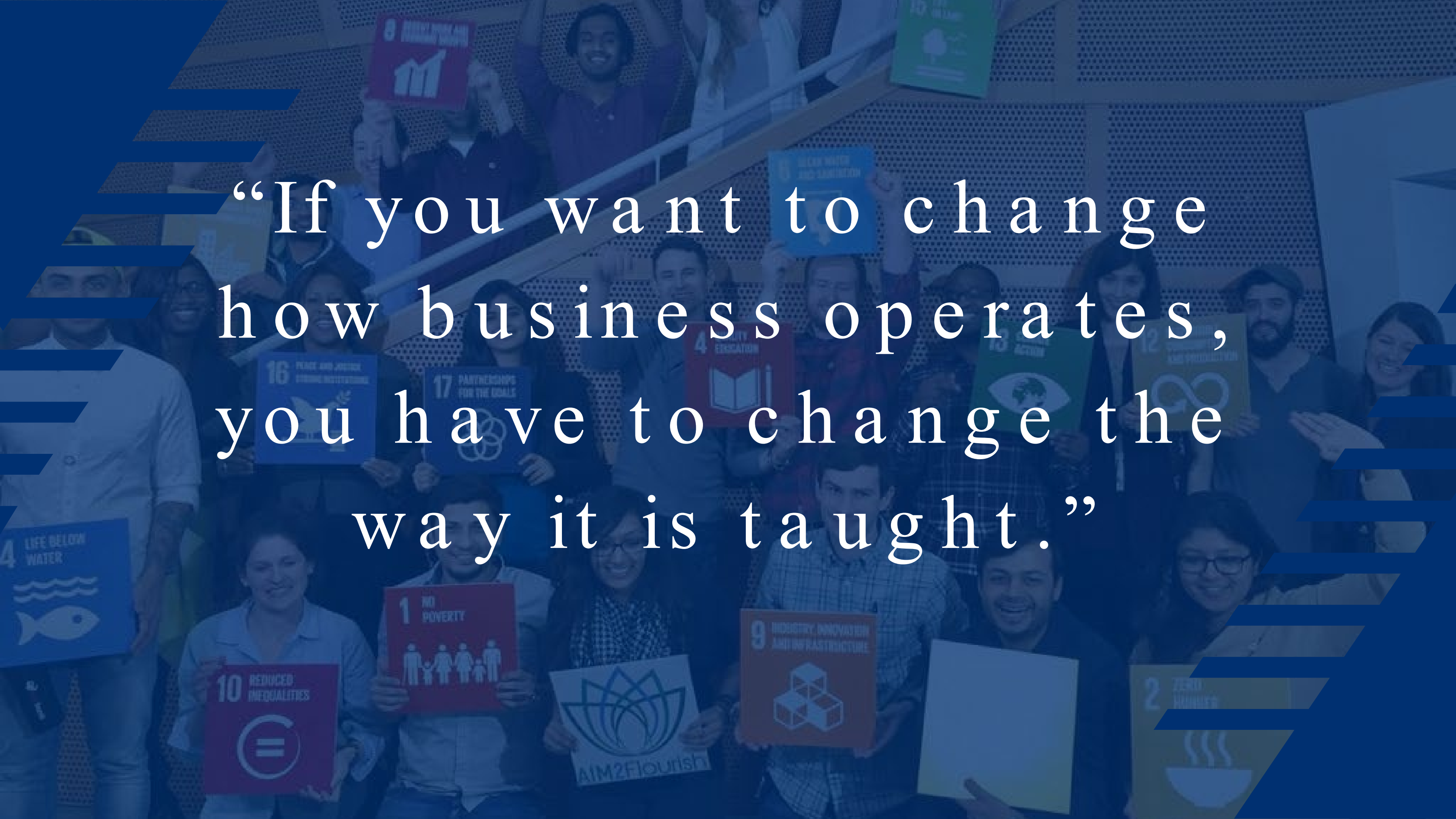
AIM2Flourish accelerates the shift to a Business for Good mindset by recognizing the positive impact of today's business leaders, and changing the way tomorrow's leaders are taught.

Students experience “Do Good, Do Well” leadership first-hand through conversations with business leaders and publishing their innovation stories on AIM2Flourish.com. Using the Global Goals as their lens, students identify an innovation, conduct an in-person interview with a business leader, and then write about what they learned.



10-year anniversary celebration video:

<https://youtu.be/Q01gb9pQorE?si=05zy0-ZxWTU3xgFz>

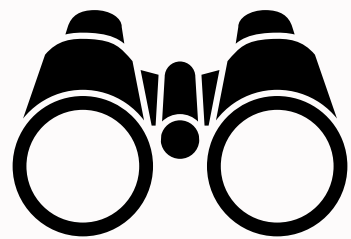
A large, diverse group of people is gathered, holding up various signs representing the United Nations Sustainable Development Goals (SDGs). The signs are in different colors and feature icons and numbers corresponding to the goals. The background is a blue-tinted image of the group, with white geometric shapes overlaid on the left and right sides. The text is centered over the image in a white serif font.

“If you want to change
how business operates,
you have to change the
way it is taught.”

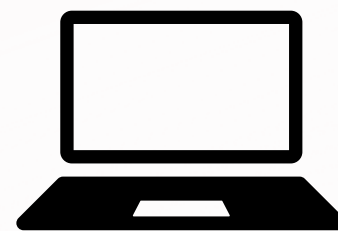
AIM2Flourish is ...

- A **FREE, flexible, professor** -facilitated curriculum supporting business as an agent of world benefit and the UN Global Goals.
- A **student assignment** to learn more about the power of business to do good and go well.
- A **platform** that recognizes untold stories of profitable business innovations, discovered and written by students.
- A **global community** of students, professors, and business leaders and entrepreneurs.
- A **worldwide resource** for sharing stories about business innovations.
- A **catalyst** for positive business change.

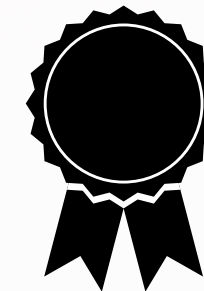
THE AIM2 FLOURISH ASSIGNMENT



Students interview business
leaders and social
entrepreneurs, finding untold
stories about innovations that
are changing the world.



These innovation stories live on
AIM2Flourish.com, where our
community can share and lift up
solutions to the world's most
pressing problems.

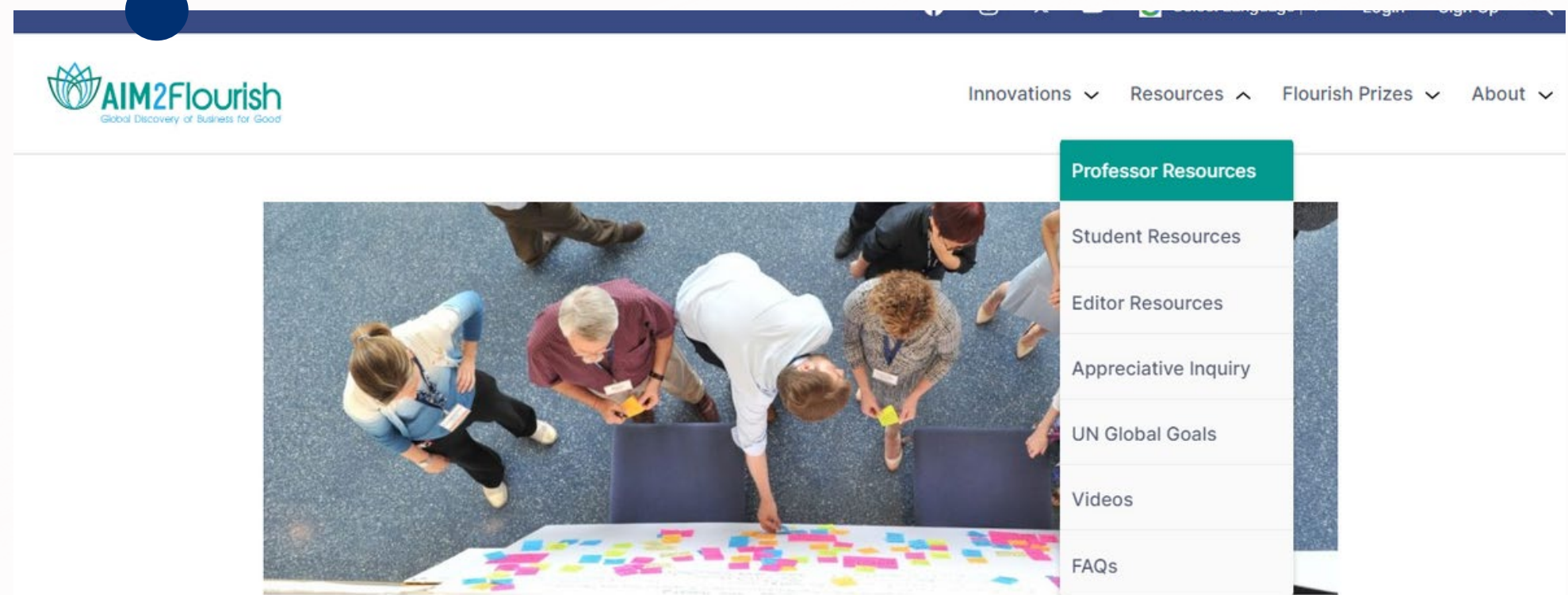


We celebrate the best-of-the-
best stories, and the innovators,
professors, and students with
our annual Flourish Prizes.

AIM2Flourish website

Professor Support

Look up resources related to learning about the AIM2Flourish assignment, how to use AIM2Flourish in your class, and other teaching resources.



Professor Resources

Contents

- [Professor Resources](#)
- [Learn About AIM2Flourish](#)
- [Teach AIM2Flourish - Classroom Resources](#)
 - [Teach Appreciative Inquiry](#)

Thank you for your interest in offering the AIM2Flourish assignment to your students. You are joining a global learning and recognition initiative to discover and celebrate the best examples of Business as an Agent of World Benefit.

With your help, your students will research and report positive, powerful stories about

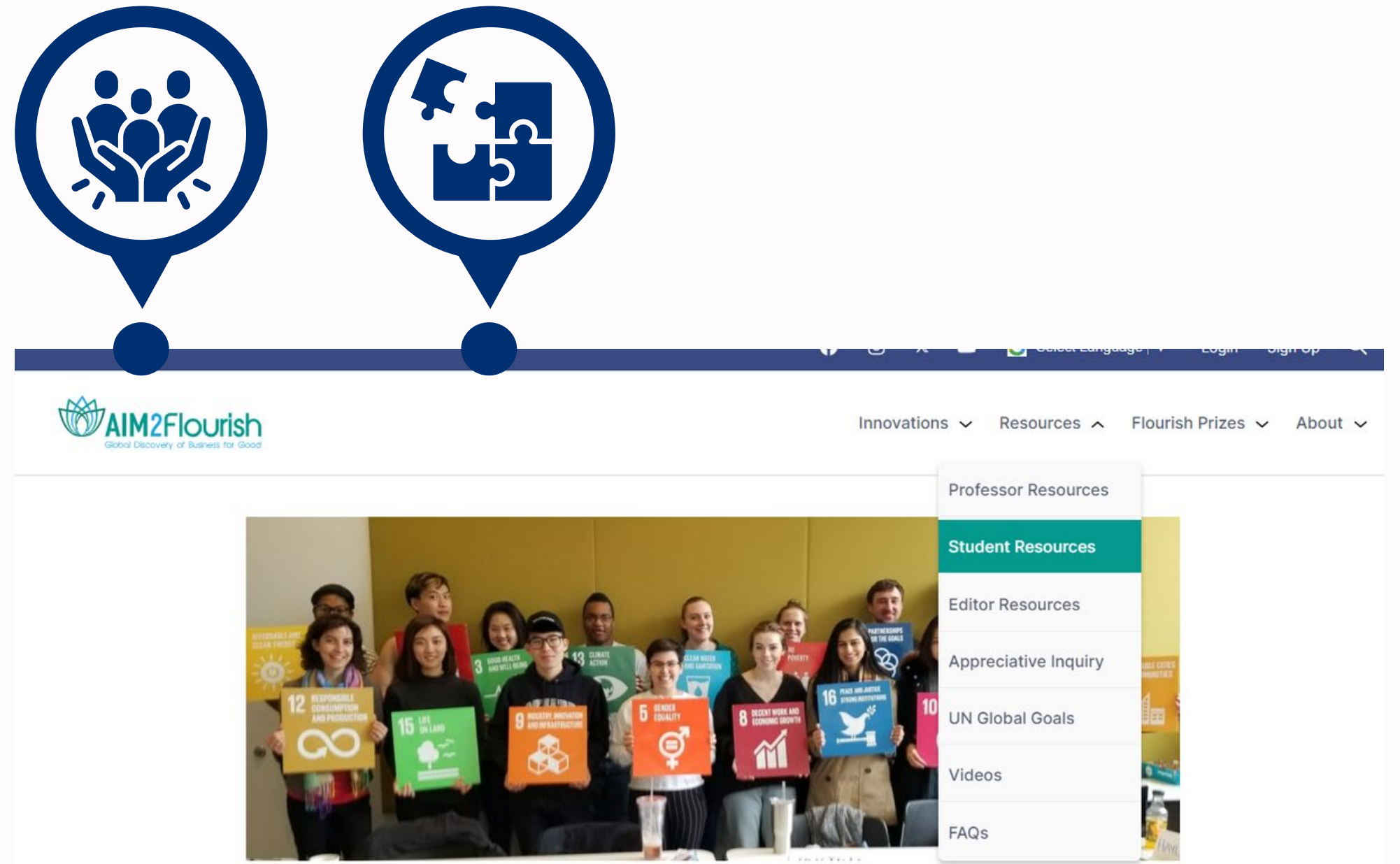
AIM2Flourish website

Professor Support

Look up resources related to learning about the AIM2Flourish assignment, how to use AIM2Flourish in your class, and other teaching resources.

Student Support

Direct students to this page to understand what they need to do to complete the AIM2Flourish assignment and get their story published.



Student Resources

Contents

- [Student Resources](#)
- [Understanding the AIM2Flourish Assignment](#)
 - [Finding Story Ideas](#)
 - [Preparing for Your Interview](#)

AIM2Flourish is a global initiative that aims to steer future business leaders towards achieving the UN Sustainable Development Goals (SDGs) and a flourishing world for all. Supported by the AIM2Flourish.com global learning platform, business students around the world are using Appreciative Inquiry (strength-based interviews) and the SDGs as a lens to search out and report on world-changing business innovations.

AIM2Flourish website

Professor Support

Look up resources related to learning about the AIM2Flourish assignment, how to use AIM2Flourish in your class, and other teaching resources.

Student Support

Direct students to this page to understand what they need to do to complete the AIM2Flourish assignment and get their story published.

Browse Innovation Stories

Read through already published AIM2Flourish stories. Use the advanced search feature to filter by UN Global Goal, country, professor, school, etc.

The screenshot displays the AIM2Flourish website interface. At the top, three circular icons represent community, puzzle-solving, and learning. Below these is a navigation bar with the AIM2Flourish logo and links for Innovations, Resources, Flourish Prizes, and About. A 'Browse Stories' dropdown menu is open, showing options for Businesses, Create a Story, and Dashboard. The main content area features a welcome message and a list of 5206 stories. Three featured stories are shown: 'Exploring the Intersection of Business and Social Impact', 'Mylk Made: Plant-Based Mylk Bases', and 'Comprehensive sustainability for the film industry / Sostenibilidad integral para la industria cinematográfica'.

AIM2Flourish
Global Discovery of Business for Good

Browse Stories

- Businesses
- Create a Story
- Dashboard

Welcome to the AIM2Flourish Stories page, where you will find thousands of student-written stories about businesses that are both profitable and positive. Every one of these stories showcases a successful business innovation that also helps achieve one or more of the UN Global Goals. Browse the world's largest resource for inspiring, positive business innovation stories.

Advanced Search ▼ Sort Newest ▼ 5206 stories

Exploring the Intersection of Business and Social Impact
Date published: 21 May 2024

Mylk Made: Plant-Based Mylk Bases
Date published: 21 May 2024
Innovation Location: Worldwide

Comprehensive sustainability for the film industry / Sostenibilidad integral para la industria cinematográfica
Date published: 21 May 2024

AIM2Flourish website

Professor Support

Look up resources related to learning about the AIM2Flourish assignment, how to use AIM2Flourish in your class, and other teaching resources.

Student Support

Direct students to this page to understand what they need to do to complete the AIM2Flourish assignment and get their story published.

Browse Innovation Stories

Read through already published AIM2Flourish stories. Use the advanced search feature to filter by UN Global Goal, country, professor, school, etc.

Create a Story

If you are a student you can create a story here. Once you save your story you can return to it by going to the Dashboard tab in the menu.

The image shows a screenshot of the AIM2Flourish website. At the top, there are four circular icons in a row: a group of people, puzzle pieces, an open book with stars, and a hand holding a pencil. Below these icons is a dark blue horizontal bar with four white dots. The website header features the AIM2Flourish logo on the left and navigation links (Innovations, Resources, Flourish Prizes, About) on the right. A dropdown menu is open, showing options: Browse Stories, Businesses, Create a Story (highlighted in green), and Dashboard. The main content area has a large green heading 'Create a Story' and a progress bar with five steps: 01 COMPOSE, 02 PROFESSOR REVIEW, 03 EDITORIAL REVIEW, 04 FINAL REVIEW, and 05 PUBLISH. Below the progress bar is a horizontal flowchart with five steps: REQUIRED FIELDS (highlighted in green), BUSINESS INFORMATION, STORY, MEDIA UPLOADS, and FINAL REVIEW. A warning box states: 'Remember to save your work! Approximately 60:48 remaining in your current session.' The 'Story Team' section includes a text input for 'Authors' with 'Megan Buchter' entered, a note that all fields are required unless marked as 'Optional', and a text input for 'School'.

AIM2Flourish
Global Discovery of Business for Good

Innovations Resources Flourish Prizes About

Browse Stories
Businesses
Create a Story
Dashboard

Story Guidelines

Create a Story

01 COMPOSE 02 PROFESSOR REVIEW 03 EDITORIAL REVIEW 04 FINAL REVIEW 05 PUBLISH

REQUIRED FIELDS BUSINESS INFORMATION STORY MEDIA UPLOADS FINAL REVIEW

Remember to save your work! Approximately 60:48 remaining in your current session.

Story Team * All fields are required unless marked as 'Optional'

Authors
Megan Buchter

**All authors must have an AIM2Flourish profile

School



AIM2Flourish Criteria: Innovation

AIM2Flourish's criteria for a story is simple and involves the innovation, the UN Global Goals, and the interview.

For -profit

The company that the students' choose to interview should be a for-profit company, a for-profit/nonprofit partnership, and/or include a revenue generating activity.

Embedded


The business innovation should be embedded in the business and not just philanthropy.

Positive Impact

The innovation should have a positive impact. We are looking ideally for stories that are beyond doing less harm, to truly making a positive impact.

Scalable or Replicable

The innovation should be scalable or replicable. It doesn't have to be large-scale right now, but could it be grown or replicated somewhere else?



AIM2Flourish Criteria : UN Global Goals

AIM2Flourish's criteria for a story is simple and involves the innovation, the UN Global Goals, and the interview.

UN Global Goals

The innovation should help to achieve one or more of the 17 UN Global Goals for Sustainable Development. Students' are allowed to select up to five Global Goals that the business innovation aligns with. They are also requested to select one primary Global Goal.



AIM2Flourish Criteria : Interview

AIM2Flourish's criteria for a story is simple and involves the innovation, the UN Global Goals, and the interview.

What makes AIM2Flourish stand out is that students conduct a “strengths-based” **Appreciative Inquiry** style interview with a business leader/entrepreneur to learn first-hand what inspired a good-for-the-world innovation.






AIM2Flourish Criteria : Interview

AIM2Flourish's criteria for a story is simple and involves the innovation, the UN Global Goals, and the interview.


Sample Questions

- What do you find most meaningful, valuable, challenging, or exciting in your current work?
 - Think about a time when business was used in a way that created benefit for society and/or the environment?
 - Share the story of the innovation or change effort.
 - What was the inspiration/motivation behind the effort?
 - What will be the legacy of this work?
 - Describe your vision of a better world.
- 

A group of diverse people are gathered around a table in a meeting room, engaged in a discussion. The image is overlaid with a blue gradient and white text. The text reads: "AT ITS HEART, APPRECIATIVE INQUIRY IS ABOUT THE SEARCH FOR THE BEST IN PEOPLE, THEIR ORGANIZATIONS, AND THE STRENGTHS-FILLED, OPPORTUNITY-RICH WORLD AROUND THEM."

“AT ITS HEART, APPRECIATIVE
INQUIRY IS ABOUT THE SEARCH
FOR THE BEST IN PEOPLE, THEIR
ORGANIZATIONS, AND THE
STRENGTHS-FILLED, OPPORTUNITY-
RICH WORLD AROUND THEM.”

– Excerpt from: Appreciative Inquiry:
Organization Development and the
Strengths Revolution.

A photograph of a hand holding a small red heart over an open palm, symbolizing care and appreciation. The image is partially obscured by a blue diagonal line.

Why do we use Appreciative Inquiry?

Appreciative Inquiry's assumption is simple:

Every human system has something that works right -
things that give it life when it is vital, effective, and
successful.

Sharing these stories connect us and allow us to see
the possibilities of more successes.



Appreciative Inquiry - High Point Stories

- Tell a story about a “highpoint moment” at your institution when you felt that you were at your best?
 - Why was it a success? What was helping you to succeed? Who was there?
- What does this story tell you about your key strengths?
- It is now 2030. Everything at your institution is how you imagined it to be. What do you see?

Incorporating AIM2Flourish

- Sample syllabi located on the Professor Resources page
- Graduate, undergraduate, high school
- Individual or groups
- A few weeks to a whole semester
- Unique assignment or part of a bigger project
- Suggest businesses or let students find them on their own
- Local, regional, or global companies



AIM2Flourish Professor Resources

[https://aim2flourish.com/
professor-resources](https://aim2flourish.com/professor-resources)



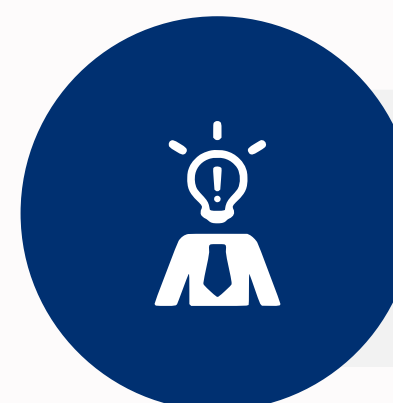
Learn about
AIM2Flourish



Teaching resources
for Business as an
Agent of World Benefit



Teaching resources
for the UN Global
Goals



Teaching resources for
Appreciative Inquiry



Sample syllabi

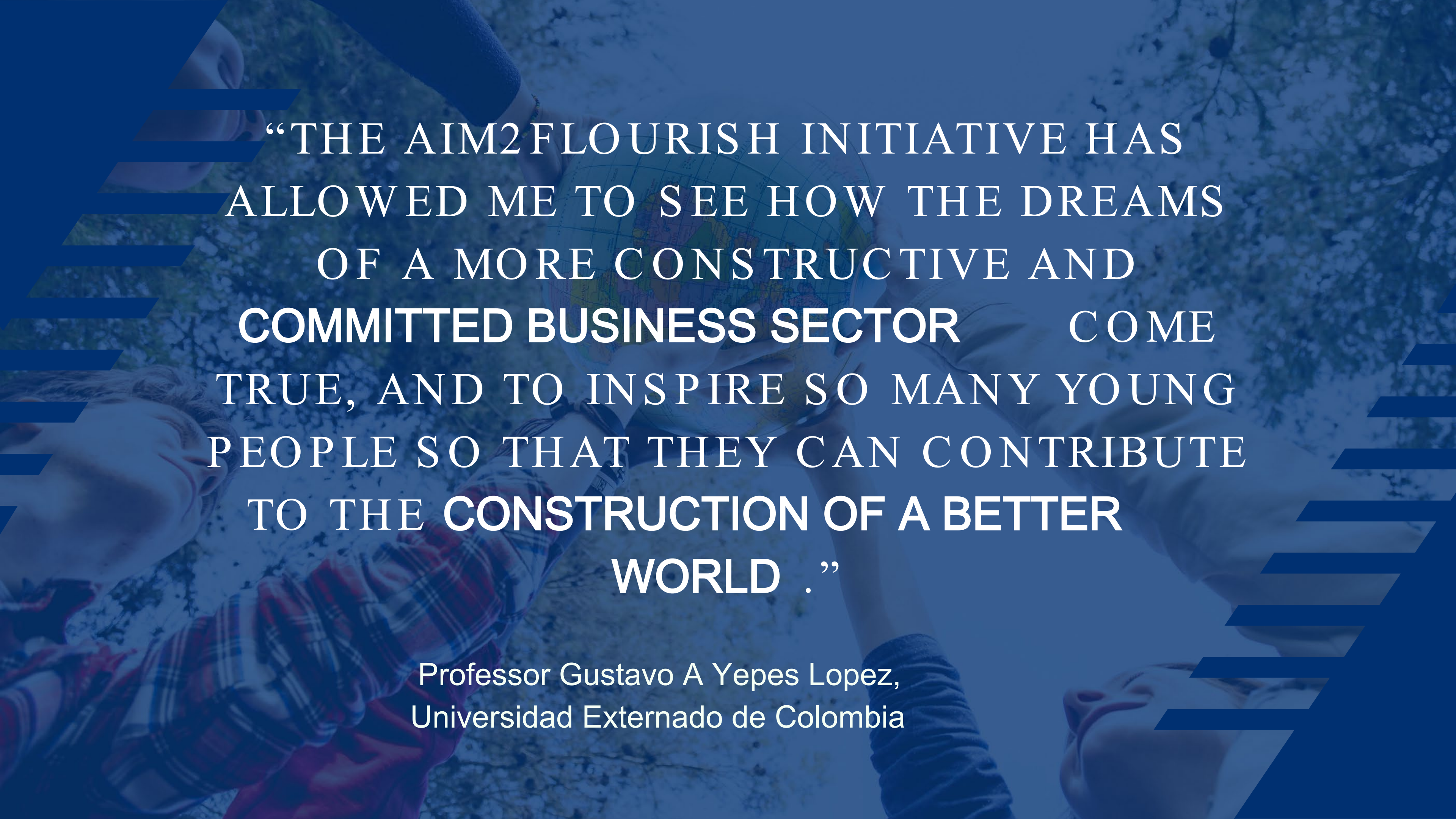


AIM2Flourish Benefits

- Flexible, easy -to -adapt to a variety of class types
- Your students will:
 - Learn about leaders that do good & do well
 - Create a lasting relationship with a local business leader
 - Sharpen their business interview skills
- Incorporate the UN Global Goals into your class(es)
- Many stories will be recognized and celebrated with the annual Flourish

Prizes



A group of children are shown from the chest up, holding a large globe of the Earth. They are all looking upwards with expressions of hope and aspiration. The background is a soft-focus view of trees and foliage. The entire image is overlaid with a semi-transparent dark blue filter. On the left and right sides, there are decorative elements consisting of several horizontal, slightly overlapping bars of varying lengths, creating a modern, architectural feel.

“THE AIM2FLOURISH INITIATIVE HAS
ALLOWED ME TO SEE HOW THE DREAMS
OF A MORE CONSTRUCTIVE AND
COMMITTED BUSINESS SECTOR COME
TRUE, AND TO INSPIRE SO MANY YOUNG
PEOPLE SO THAT THEY CAN CONTRIBUTE
TO THE **CONSTRUCTION OF A BETTER
WORLD .”**

Professor Gustavo A Yepes Lopez,
Universidad Externado de Colombia

"We were also able to discover the great diversity of the UN SDGs. This is particularly important because we realized that there are many ways in which a company or organization can be sustainable."

Students from
EGADE Business School
Tecnologico de Monterrey
Mexico



"The AIM2Flourish experience
leaves us with the absolute
certainty that a better world is
possible, through businesses with
value and purpose."

Students from
Pontificia Universidad Catolica
Argentina



The Flourish Prizes

- Awarded every spring for stories published in the previous calendar year
- Celebrate the professors, students, and business leader/entrepreneur involved with the story



The Flourish Prizes

The 2025 Flourish Prize Categories

Honoree and Runner-up will be announced for each

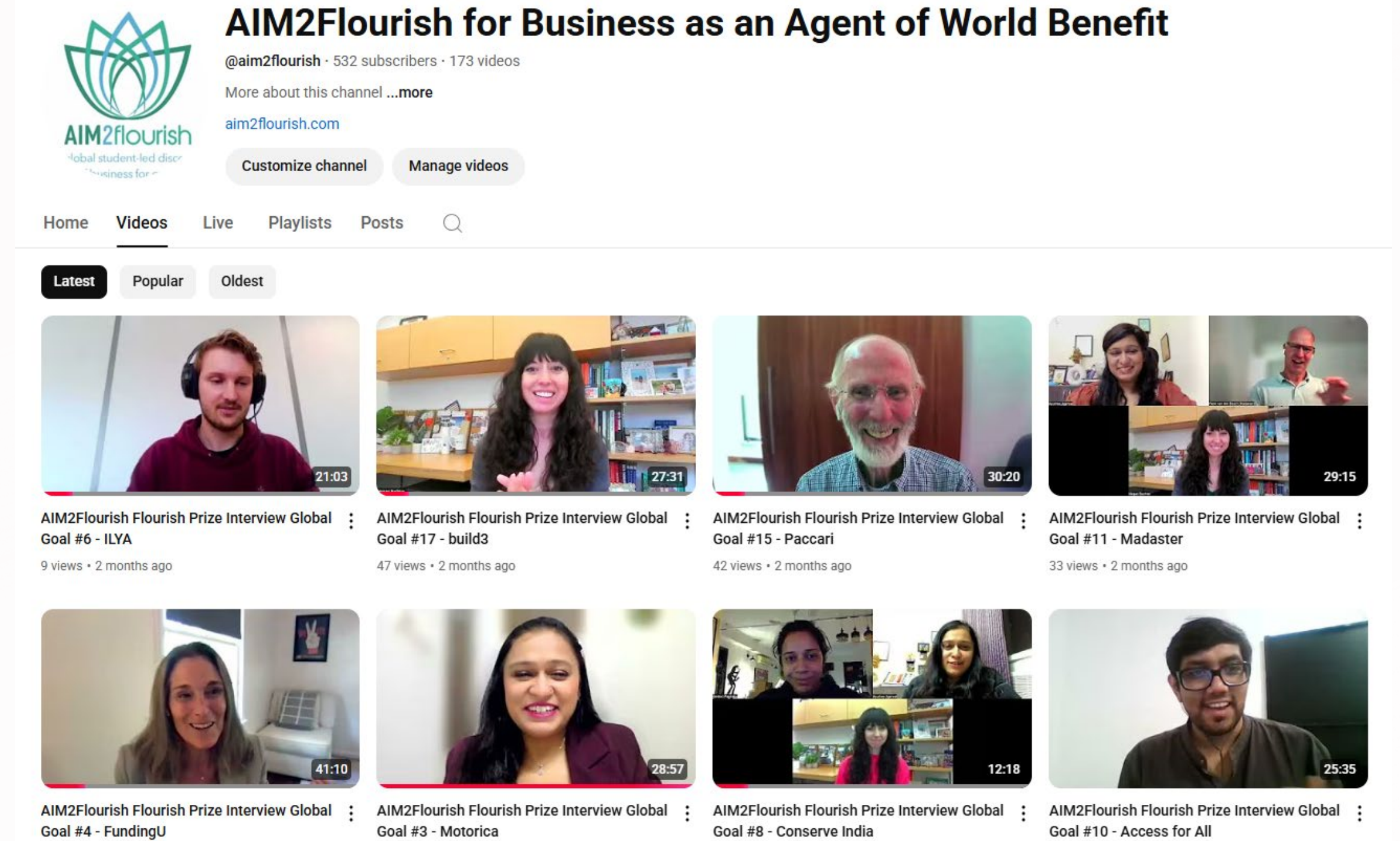
- Health, Well-being, and Human Development
- Sustainable Societies and Economies
- Climate Action and Environmental Regeneration
- Social Inclusion and Innovation
- Catalysts for Change and Collaboration



The Flourish Prizes

- Flourish Prize speaker series on our YouTube channel

<https://www.youtube.com/@aim2flourish>



AIM2Flourish for Business as an Agent of World Benefit
@aim2flourish • 532 subscribers • 173 videos
More about this channel ...more
aim2flourish.com
Customize channel Manage videos

Home Videos Live Playlists Posts

Latest Popular Oldest

AIM2Flourish Flourish Prize Interview Global Goal #6 - ILYA
9 views • 2 months ago

AIM2Flourish Flourish Prize Interview Global Goal #17 - build3
47 views • 2 months ago

AIM2Flourish Flourish Prize Interview Global Goal #15 - Paccari
42 views • 2 months ago

AIM2Flourish Flourish Prize Interview Global Goal #11 - Madaster
33 views • 2 months ago

AIM2Flourish Flourish Prize Interview Global Goal #4 - FundingU
41:10

AIM2Flourish Flourish Prize Interview Global Goal #3 - Motorica
28:57

AIM2Flourish Flourish Prize Interview Global Goal #8 - Conserve India
12:18

AIM2Flourish Flourish Prize Interview Global Goal #10 - Access for All
25:35

JOIN US!



Panel Discussion



Ruben
Burga

University of
Guelph



David
Steingard

Saint Joseph's
University



Megan
Buchter

Case Western
Reserve Univ.



Ayushee
Agarwal

Moderator

THANK YOU!

AIM2 FLOURISH

The Fowler Center for Business as
an Agent of World Benefit

Case Western Reserve University

✉ megan@aim2flourish.com

🌐 www.AIM2Flourish.com

